

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



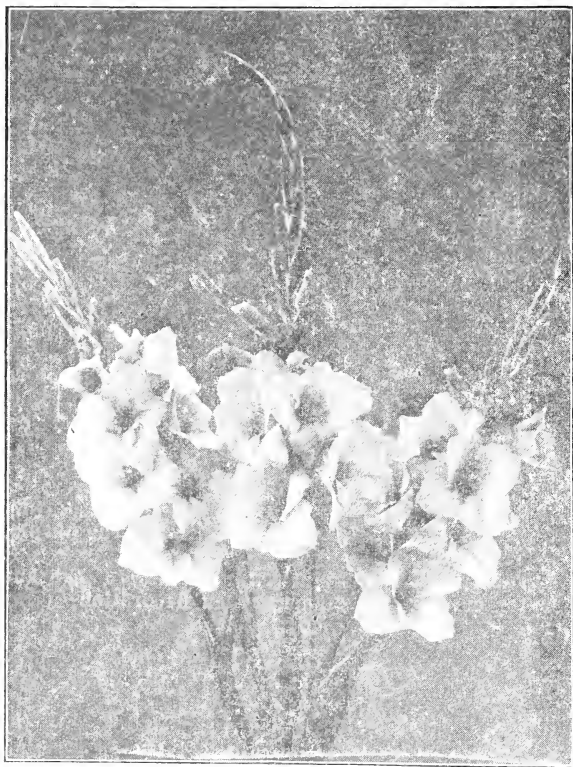
52.61  
**GLADIOLUS**  
**BILL'S BULBS BLOOM BEST**  
**GLADIOLUS**

TRADE MARK

RETAIL PRICE LIST---1923

**BILL'S ORIGINATIONS**  
OF

Wonderful New Varieties



VARIETY "SONNENBERG"

**GLADIOLUS BILL**

Bill's

ORIGINATOR AND  
GROWER OF

**GLORIOUS GLADS**

Canandaigua, N. Y.



**DURING** the past ten years I have been scientifically cross breeding the best varieties of Gladioli procurable. Some few have been sold to visitors at my fields, but I have not previously offered them for sale generally.

My earliest productions have nearly all been discarded and those I am offering for sale are a decided improvement on any other varieties now on the market. My visitors and the few to whom I have already sold these varieties, universally proclaim them to be the finest strains in existence.

The descriptions as to colors of the varieties in this list are based on Ridgway's Standard Color Chart.

This price list is only being sent to those who are regular "dyed in the wool" Gladiolus fans and to Growers who might wish to obtain stocks of the best new productions. I strongly advise the novice to order from my price list of Standard Varieties which are not as expensive. If you have no copy of Standard List, please ask for it.

**ARISTOPHANE—Each, 50c; 3 for \$1.25.**

Tall strong straight spikes of pure wax white with tyrian pink feathered throat. Good grower and rapid propagator. Excellent for garden or cut flower.

**BEATRICE & DANTE—Each, \$3.00; both for \$5.00.**

Something entirely new! Appearance and texture reminds one of soft crepe paper. Tall, graceful stalks with well opened slightly hooded and frilled blossoms. BEATRICE is eosine pink laid over cream ground, while DANTE is light mallow purple laid over cream. These colors are veined over the cream in such a way that the surface has a crinkled effect. Something new for the fastidious garden.

**BETTY BUNCE—Each, \$2.00; 3 for \$5.00.**

Pale lilac lightly flaked phlox purple. Creamy throat with delicate lines of true purple. Tall and straight with large flowers of excellent substance. Well placed on the stalk. Elegant for cutting as well as garden decoration.

**CAMEO—Each, \$1.50; 3 for \$4.00.**

One of the finest Primulinus hybrids yet produced. The soft dainty shades seen in an expensive Cameo. Upper petals LaFrance pink over a cream ground, with deeper shade on back of petals. The lower petals are Martius yellow shaded off to cream white at tips with delicate but distinct feather of spinel red. Very tall, straight, early, hooded and winged, very airy and slightly ruffled. A beauty for the most fastidious flower lover.

**CARMALETA—Each, \$3.00; 3 for \$8.00.**

Tall and strong very ruffled flowers with pointed petals. Velvet scarlet shaded to scarlet red at the tips of petals. The ruffled edges have a decided smoky tint. Strong central lines of rich pomegranite purple. Wonderfully striking combination of colors. Large flowers, several open at a time and often with side branches of extra flowers.

**CARMINE KID—Each, 50c; 3 for \$1.25.**

Medium size flowers of beautiful rich carmine with creamy stippling in the throat. Several flowers open at a time. Makes a fine display in the garden. Very prolific.

**CHAMELEON—Each, \$3.00; 3 for \$8.00.**

The little chameleon is noted for its changing color. This variety resembles the chameleon in that the color changes at each slight turn in the sunlight. Reminds one also of a delicate changeable silk with soft melting shades of lilac, purple, violet and orange which blend together perfectly. Slightly ruffled petals, good substance and excellent grower. An unusual exhibition variety.

**CITRONELLA—Each, \$1.00; 3 for \$2.50.**

Nicely ruffled cream flowers with pinard yellow throat and distinct central lines of tyrian rose. Nice large flowers, ideal arrangement on tall graceful stalk and several flowers open at a time. One of those airy graceful varieties so useful for house decoration.

**COLLEEN—Each, 75c; 3 for \$2.00.**

A fine delicate, light airy type of flower. Light rose shaded to nearly white, deep in the throat. The lower petals have strong central lines of dahlia carmine drawn across a zone of very light yellow.

**COPPERHEAD—Each, 50c; 3 for \$1.25.**

Tall straight slender stalks of medium size flowers, hooded, winged and frilled. The flowers have a distinct copper tint being an entirely new shade. The general color is coral red shaded to Antimony yellow in the throat with heavy feather of brownish red. Something quite out of the ordinary.

**DARWIN—Each, 50c; 3 for \$1.25.**

A new shade in the Primulinus hybrids. Tall straight stalks with good size blooms of pure aster purple. Slight throat marking of pomegranite stippled with cream. A novelty for the Gladiolus fancier.

**DEWDROP—Each, 50c; 3 for \$1.25.**

Early Primulinus Hybrid of marguerite yellow with striking throat lines of amaranth purple. Many flowers open at a time on tall stem. Upper central petal hooded forward and the two adjacent ones spread well open like a pair of wings; look like large yellow butterflies. Very strong grower and prolific.

**DOREEN—Each, 75c; 3 for \$2.00.**

A most beautiful rose doree shaded lighter toward the center with strong distinct lines of bordeaux in the lower petals. A beauty!

**ELFIN—Each, 25c; 3 for 65c.**

One of those tall straight Primulinus hybrids of soft shades. General tone is Safrano pink, melting away to Maise yellow in the throat with delicate feather of nopal red.

**ELSYANNA—Each, \$10.00.**

Named in honor of the finest girl I know. Any more would be telling. Tall, graceful, strong, the most beautiful lavender pink or orchid shade with delicate cream throat. Many blossoms open at once. The Queen of Glads! Equally majestic either in the house or garden. Exhibition quality. Stock very limited.

**FASTIDIOUS—Each, \$2.00; 3 for \$5.00.**

Very large open flowers of delicate shell pink shaded to ivory white in the throat. At its best when cut and allowed to flower inside. Very airy and graceful. One of the finest new Glads.

**GOLDEN SPRAY—Each, \$1.50; 3 for \$4.00.**

Just what the name implies. A spray of golden yellow with 6 to 8 flowers open at a time. Lines of aster purple in the buff yellow throat give the flowers a soft velvet effect. A fine yellow, either for decorative effect or design.

**GOLDEN SPUR—Each, 50c; 3 for \$1.25.**

Very tall grower with deepest yellow primulinus type of flowers. Many are open at a time. Takes well with the public and ordered freely by visitors at our fields.

**GREGOR MENDEL—Each, 50c; 3 for \$1.25.**

A new shade in Gladioli. A pure self color of eupatorium purple. Good grower and dependable variety.

**HUMDINGER—Each, \$5.00; 3 for \$12.50.**

Extra large heavy massive blooms of Begonia Rose flaked with scarlet. Beautiful throat marking of scarlet red. Flowers well expanded and 5 to 7 inches across. Heavy petals of great substance. Rank grower and good producer.

**HYDRA—Each, 50c; 3 for \$1.25.**

Tall straight spikes of pure white with distinct throat blotches of Rhodamine purple. Many flowers open at a time. Excellent for florist trade.

**IRENE—Each, 75c; 3 for \$2.00.**

Large open flowers of begonia rose with beautiful large velvety throat blotch of deep carmine. Striking flower.

**JASPER—Each, \$1.00; 3 for \$2.50.**

A sturdy strong grower with large well placed open flowers of Jasper red with waved petals. Very heavy distinct feather of velvety Amaranth purple spread over beautiful light zones of clear yellow. Size, style and color are very pleasing. Early and prolific.

**KOKOMO—Each, 40c; 3 for \$1.**

Rich velvety shade of pomegranite purple with large striking throat blotch of light yellow. Dainty carmine lines across the yellow blotch on lower petals. Entirely different shade than anything else in my collection. Nearly every bulb sends 2 or 3 bloom stalks. First shoots bloom rather early and other shoots keep coming on at intervals. A row of these gave me flowers for two months. A wonderful variety for landscape decoration.

**LANCELOT & ELAINE—Each, \$5.00; both for \$8.00.**

In Tennyson's "Idylls of the King" two characters are portrayed, LANCELOT, the lordly knight, and ELAINE, the lily maid of Astolat.

LANCELOT, a tall robust livid pink, stands forth to dispute all claims to garden chivalry; wonderfully strong and beautiful.

ELAINE, the Fair and Lovable, a beautiful lily white with faint lilac veins at the throat. Both produce wonderfully strong full spikes of blooms and make a superb combination. Stock very limited and we can fill only a very few orders. Not more than one of each to a customer.

**LEMON KING**—Each, 35c; 3 for 90c.

Pure lemon yellow primulinus hybrid. Very tall with many blooms open at a time. Local florists took all my blooms last season. Excellent for cutting and display in tall vases.

**MADEIRA**—Each, \$1.00; 3 for \$2.50.

Something new in color tones! A dull violet magenta flaked amaranth with carmine throat blotch. A distinct zone of picric yellow borders the carmine blotch. The colors are soft and harmonious throughout. Flowers are well spaced in a single row on good strong stalks and several flowers open at a time.

**MILADY**—Each, \$1.00; 3 for \$2.50.

Extra tall, strong ruffled variety of creamy white. Naples yellow throat with heavy Amaranth purple feather. Very strong prolific grower and usually branched. Excellent as a cut flower.

**MODEST MAID**—Each, 75c; 3 for \$2.00.

Semi-Primulinus hybrid with frilled edges. Straight and strong nice full spikes of soft Jasper pink shading to Naples yellow in the throat with feather of Indian lake. Very pleasing flower and excellent keeper.

**MONONA**—Each, 75c; 3 for \$2.00.

Extra fine large and strong. Pale flesh color shaded to pale yellow in the throat. Very pleasing soft colors. Flowers well placed, open and with reflexed petals.

**MORNING STAR**—Each, 75c; 3 for \$2.00.

A beautiful jasper pink six pointed star shaped flower with a twinkling yellow throat. Wonderful carmine feather spread over the yellow. Extra strong grower and usually sends 2 or 3 stalks from each bulb. Rather early and dependable in any kind of weather. Don't miss including it in your order.

**MYRON**—Each, \$3.00; 3 for \$8.00.

Named after a young Ohio farmer who is a regular "go-getter". He always admired our red ones. This is a rich velvet spectrum red, shaded to begonia rose at tips of petals. Large open blooms, well placed on strong stalks. Plenty of "pep" to this one.

**NORWALK**—Each, \$1.00; 3 for \$2.50.

Named after the charming little City of Norwalk, Ohio, where it first came into bloom. Large open flowers well placed on a strong straight stem. Deep scarlet with large yellow throat. Petals are pointed, slightly waved and a faint tinge of blue on the borders. A very striking flower. Stock is limited.

**OPALESCE**—Each, \$2.00; 3 for \$5.00.

Wonderful spikes of very large pale rose purple. A pure self color with soft lilac throat lines. A vigorous grower with excellent foliage and strong straight bloom stalks. Flowers well placed with broad petals of good substance. This will be in demand by florist trade as soon as it becomes known.

**PARADER**—Each, \$1.00; 3 for \$2.50.

Very soft begonia rose flaked scarlet red. Heavy scarlet throat blotch bordered with zone of Pinard yellow. Strong straight spikes with several flowers open at a time. Very popular with visitors at our farm. You will like it. Stock limited.

**PIPPIN**—Each, \$1.50; 3 for \$4.00.

Soft plush eosine pink flowers of large size on tall straight stems. Neat feather and stippling of Eugenia red on cream throat. Very strong grower and a wonderful flower. One of the best and very prolific. Usually one or more side branches on each stalk.

**PRIORITY**—Each, \$3.00; 3 for \$8.00.

Tall, straight and strong. Large open flowers of good substance well placed on the stalk. Color is Venetian pink, shaded darker toward the tips. Faint central lines and feather of deep rose pink. A wonderful large airy delicate variety, of almost self color. A sure winner.

**PROPHET**—Each, \$2.00; 3 for \$5.00.

Large graceful open blooms of pure geranium pink with feather and strong lines of nopal red in throat. Blooms well placed on tall straight stalks. Vigorous grower and fine cut flower.

**PURITY PRIM**—Each, 75c; 3 for \$2.00.

A tall straight willowy spike of pure wax white flowers with a slight yellow tinge deep in the center. Several dainty, delicate flowers open at a time. Fine for cutting with long stems.

**QUAKER MAID**—Each, \$1.00; 3 for \$2.50.

Soft lavender pink with delicate feathery throat markings. Tall and strong with many flowers open at a time. Fine for garden decoration and for the florist cut flower trade.

**RED JACKET**—Each, \$2.00; 3 for \$5.00.

Large flaming scarlet flowers, borne on tall, straight stalks. An excellent keeper with slightly ruffled petals. Named after the celebrated Chief of the Seneca Indians who founded the village of Canandaigua where this warrior flower was produced. Plant it against shrubbery for color effect.

**REVUE**—Each, \$1.00; 3 for \$2.50.

Large open airy primulinus hybrid of Martius yellow shaded to delicate eosine pink at tips of petals. Very large dainty flowers well placed on tall straight spikes. Graceful and beautiful with reflexed petals slightly frilled.

**ROBUSTO**—Each, \$3.00; 3 for \$8.00.

Soft peach red flaked with scarlet and velvet scarlet lines in the throat. Have measured spikes 28 inches from the first flower to tip of buds with 24 buds on the main stalk and others on side branches. Wonderful for garden decoration.

**SONNENBERG**—Each, \$5.00; 3 for \$12.50.

Illustrated on front cover of this price list. Named in honor of the wonderful Sonnenberg Estate located in Canandaigua. Massive spikes of creamy pink lightly flaked with lavender pink. The pink shades melt away to a soft yellow in the throat. Magnificent for exhibition or cut flower purposes. Only 10 bulbs of this for sale this year.

**STARLIGHT**—Each, \$1.50; 3 for \$4.00.

Early, extra strong Primulinus hybrid. Wonderful strong spikes of ruffled cream flowers with radiant lines of pomegranite on wax yellow throat. Extra prolific, often giving three and four stalks from 1 bulb. Several spikes of this variety placed alone in a vase is very striking.



**TROJANA**—Each, \$1.00; 3 for \$2.50.

Very large open flowers of soft geranium pink daintily flaked with begonia rose. Bright scarlet lines on pale yellow throat. Very early.

**VANITY**—Each, \$1.00; 3 for \$2.50.

An extraordinary Primulinus hybrid. Very large blooms on massive stalks three feet or more in height with 7 to 9 flowers open at a time. LaFrance pink flushed over cream ground with stippling of Hermosa pink on cream yellow throat. Open, winged flowers with petals reflexed at the tips. A vase of this variety alone makes a most wonderful display.

**WARRIOR**—Each, \$5.00; 3 for \$12.50.

Deep velvet maroon with yellow medial dashes. Robust and strong with large well expanded blooms. Planted in May it does not bloom until late September. Planted with War it begins to flower just as War is finishing. Unequalled for an extra late dark red.

**YANKEE BOY & GIRL**—Each, 75; both for \$1.25.

The two Yankees are quite similar except that perhaps as is usually the case, the girl is better looking. Both are a rich velvety fiery scarlet. Good size flowers with pointed petals. Yankee Girl is shaded lighter at the petal tips and has a slight ruffle. Both are beautiful soft red shades.

---

### THE SUPER SIX.

The following varieties are by far superior to anything in existence. My stocks are very limited and am going to sell only 10 bulbs of each variety. Orders will be filled in rotation as received and money refunded if I am sold out when your order is received. Each, \$10. All 6 for \$50.

**GLADDIE BOY**—

The acme of perfection in the Primulinus class. Large, strong, buxom spikes of well opened flowers. Upper central petal slightly hooded with two side petals standing well open. Slight ruffle, many blooms open at a time. Empire yellow ground very heavily veined with grenadine red. An extremely striking flower and excellent for cutting.

**CORTICELLA**—

Pure LaFrance pink with cream throat blotches. Heavy lines and feather of aster purple in the throat. Very large blooms with pointed petals well placed on the spike. Tall, straight and strong. Petals of excellent substance, slightly hooded and winged.

**THE ARISTOCRAT**—

This is a true Aristocrat among the hundreds of new ones. Large strong massive spikes but the most delicate coloring. A pale saffron pink flaked deep orange with cream throat and very distinct violet feather. Slightly ruffled and extra large. Several flowers open at a time. The very best I have to offer.

**CANANDAIGUA RED**—

Winner of 1st Prize for best new Seedling at A. G. S. Show, 1921, at St. Thomas, Ont. A solid self color of red shade slightly lighter than true carmine. Among the thousands exhibited at St. Thomas there were none of this same shade. Strong grower, large massive spikes of

wonderful individual flowers. A stunning acquisition to the red class.

### **GRANDIFLORA—**

Massive strong spikes of very large ruffled white blooms. Rich velvety purple lines in the throat. Petals are reflexed and well ruffled. Wonderful heavy petals and an excellent keeper as a cut flower. The best ruffled white variety in existence. Will be in great demand by the florist trade as well as an exhibition flower.

### **ALLEN V. BUNCE—**

Livid orange yellow with clear central lines of deep claret. Large well expanded winged flowers gracefully placed on wiry stalks. This variety was the sensation of the exhibit at the Rochester Exposition in 1922. Destined to become immensely popular as soon as there is stock available.

---

### **WONDERFUL NEW GLADIOLUS WITH SERRATED OR NOTCHED PETALS.**

#### **SERRATA—Each, \$25.00.**

This is an entirely new type with the petals serrated or lacinated on the edges. This type first appeared among my seedlings in 1919 and through careful breeding I now have many others to offer in the future. Both parents of this variety were commercial varieties with normal plain petals but one parent has been noted for the variety of types it will produce. The flowers are of good size and a clear cream color. Besides its own unique beauty it is valuable to the breeder for producing others of this same type. Strong healthy grower, good seed producer and multiplies well.

---

**LOCATION—**Our GLADIOLUS GARDENS are located 3 miles east of Canandaigua, N. Y., on the main through highway from Buffalo to Syracuse, N. Y.

**VISITORS—**Flowers are on display in the Flower Booth during the blooming season and we are pleased to welcome all visitors and show them through the fields at any time.

I recommend "THE FLOWER GROWER" as being the best monthly publication devoted entirely to Floriculture. Subscription price is \$1.50 per year. Send subscription with order and receive bulbs as premium.

#### **SEND YOUR ORDERS IN EARLY.**

Order early if you do not wish to be disappointed. My stock of nearly all these varieties is limited and everything is offered subject to prior sale. If a variety is sold out when your order is received money will be refunded unless you authorize substitution.

**CULTURAL DIRECTIONS** will be included with every order.

**SHIPMENT** will be made as early in the spring as the weather will permit.

**POSTAGE PREPAID** to your address on all orders.

**TERMS:** Remittance must accompany all orders. Make checks and money orders payable to

# **GLADIOLUS BILL**

**Canandaigua, N. Y.**